

Abstract

Diploma thesis Social networks and election to Chamber of Deputies in year 2010 covers activities of political parties on internet social networks such as Facebook, YouTube and Twitter. The thesis also covers some civic engagements, which intervened electoral campaign and later influenced people decision in election to the Parliament of Czech republic.

The first part describes how political parties, which has entered the Chamber of Deputies, used potential of social networks in campaign and how their activities differed from party to party and also by social networks. The thesis discovers how political parties saw campaign on social networks and which forms of promotion they used.

Second part is about activities of civic engagements on social networks and about their influence on results of the election. Diploma thesis discovers if their success depended on social networks.

In the last part of the thesis, a research was made on a group of users of social networks. It analysed the influence of political parties' campaigns on social networks and also civic engagements on the results of this parliamentary election.